

[Society and the community]

## A desire to be of service to others – it’s a feeling we all share

Murata contributes to society and the community through education, cultural activities and sports, and here we introduce a few examples.



## Showing the next generation how fun science can be- social and community contribution worthy of the Murata name

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### “Vibrating Alien & Tap-tap Remote Controller” - an original electronics kit developed to show how interesting science can be

To demonstrate just how much fun science and manufacturing can be, Murata organizes electronic craft workshops for children. Though workshops like these until now used commercial hobby kits, members of our Yokohama Technical Center developed the original Murata “Vibrating Alien & Tap-tap Remote Controller” electronics hobby kit. An unusual-looking buttonless remote control (the Tap-tap Remote Control) is used to activate the two left and right motors of the Quivering Alien, which moves forward with a vibrational quivering motion. Tapping the “Tap-tap Remote Control” lightly causes shock sensors detect an impact, and it is these control signals that are conveyed to the Quivering Alien. In addition to helping children experience the satisfaction of creating something by hand, this kit also results in a fun toy that moves, lights up and makes sounds. The Quivering Alien is something any child would want to play with, but for the children who use soldering irons to create this toy on their own, it is something even more special. The enthusiasm of the children is something that always manages to infect participating Murata employees as well.

Our Yokohama Technical Center has established an organizational climate reform committee to pursue CS and ES, and it was from this committee that the idea to develop an original kit arose. The Yokohama Technical Center as a whole worked together on all aspects of the project, from the development of the electronics kit to the planning and execution of the workshops. In the future, we plan to hold these workshops at Murata offices and plants in other areas and cooperate with local volunteers in locations without Murata plants to introduce our “Vibrating Alien & Tap-tap Remote Controller” to as many regions as possible.



Vibrating Alien &  
 Tap-tap Remote Controller

### To help children develop a love for science, we conduct “delivery lectures” near our plants

A declining interest in science among children has been a subject of concern in recent years. As a corporation specializing in manufacturing, Murata has been conducting “delivery lectures” at elementary and junior high schools located near our Head Office, plants, and subsidiaries since 2006 in an effort to show the children who will shoulder our future just how interesting science can be.

When we take our bicycle-riding MURATA BOY and unicycle-riding MURATA GIRL robots to local elementary schools, the children greet us with cries of “They’re robots!” and “We’ve seen them on TV!” We introduce simple scientific concepts in our explanations of how MURATA BOY and MURATA GIRL manage to keep their balance, show videos documenting the development process of these robots, and emphasize the importance of not allowing oneself to give up, no matter how many problems may be encountered. We receive many encouraging comments from the participating children, who tell us that they “feel more interested in science”, would like to “make a robot of their own”, or “dream of becoming engineers” in the future, and these classes also provide inspiration to the Murata staff who conduct them. In FY2009, we carried out 105 of these classes near our various locations, and Murata will continue to deliver these unique science lectures to many more children in the future as well.



Displaying the many electronic components  
 that fill MURATA BOY’s backpack



### Supporting the Haiti earthquake relief effort with our matching gifts program

On January 12, 2010, a 7.1 magnitude earthquake struck the island of Haiti, with great devastation caused by the initial event and subsequent aftershocks. At Murata Power Solutions, Inc., the desire of employees to do something to help improve the situation took shape in a fundraising drive, and, in an amount equal to the individual contributions and company donations made as of February 5, 2010, Murata Power Solutions, has made a matching gift of 5,000 dollars to the American Red Cross. Additionally, the Murata Electronics North America, Inc. Headquarters and SyChip, Inc. have also instituted matching gift programs, and Murata Electronics (Netherlands) B.V. employees took the initiative in placing a ‘Haiti Box’ in their office reception area to collect contributions. The funds they raised have been donated through a local church that gathered funds for the Haiti relief effort.



Murata Electronics (Netherlands) B.V. Murata Power Solutions, Inc.